Matt Eller — Brand / Visual / Graphic Designer

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WORK EXPERIENCE

Senior Graphic/Visual Designer
Apr. 2021 – Present

Freelance/Contract — Remote
- Designs marketing and social media content for B2B IT companies, including Dell, HP, HPE, Citrix, and Quali

Graphic/Visual Design Manager
May. 2020 – Apr. 2021

Snow Software — Remote / Austin, TX
- Led design implementation and rollout for Snow Software's 2020 rebrand launch
- Created high-level templates for global marketing and sales assets
- Assigned and art directed projects to graphic design freelancers

Senior Brand Designer
Jun. 2017 – Sept. 2019

Dell — Remote / Austin, TX
- Created digital and print marketing materials for the Dell, Dell EMC, and Alienware brands
- Designed for global efforts in Asia, Europe, and Africa and templatized designs for translation
- Prepared design files for print production and delivered final packages to printing staff
- Created hundreds of presentation slides for marketing, sales training, and stakeholders

Senior Graphic Designer
Oct. 2016 – Apr. 2017

Shire Pharmaceuticals — Chicago, IL

Graphic Designer
Jul. 2015 – Jun. 2016

Sync Digital Marketing — Remote / Austin, TX

Graphic/Visual Designer
Oct. 2014 – Mar. 2016

VHMnetwork LLC — Remote

Graphic Designer
May 2014 – Oct. 2014, Jun. 2016 – Oct. 2016

Freelance — Remote / Chicago, IL

Graphic/UI Designer
Dec. 2013 – Feb. 2014

ennVee TechnoGroup — Remote

Graphic/UX Designer
May 2012 – Aug. 2012

Vanderbilt University Institute for Software Integrated Systems — Nashville, TN

SKILLS / TECHNICAL PROFICIENCIES

Adobe Creative Cloud: Photoshop, Illustrator, InDesign, Premiere Pro, After Effects, Adobe XD, Flash, Animate
Other Software: Figma, InVision, Balsamiq, PowerPoint, Keynote, Word
Design Skills: digital, illustration, web, print production, pre-press, marketing, ads, visual design, mockups, HTML, CSS
Web Design Platforms: WordPress, Shopify, Unbounce, Instapage, LeadPages, Wix, Weebly, Squarespace

EDUCATION

Vanderbilt University: 2014 — Bachelor of Arts / **University of Michigan, Ann Arbor:** 2010–2011

PUBLICATIONS

4 Ways Animation Can Actually Improve User Experience — ConversionXL.com/animation-improve-user-experience